

## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently Amended) In a computing system that is in communication with at least one application, a method for controlling how contact information is provided to one or more applications, the method comprising:

detecting a request from an application for contact information corresponding to a particular user;

upon detecting the request and prior to providing the application with access to the contact information,

determining whether the application is authorized to access the contact information, and ~~[[;]]~~

upon determining that the application is authorized to access the contact information, identifying available contact personas associated with the particular user, each of the contact personas comprising contact information about the particular user;

after detecting the request and prior to providing the application with contact information, informing the user that the application is seeking certain contact information;

~~upon identifying the available contact personas, presenting to the user a list of selectable contact personas associated with the user; and that each include contact information corresponding to the user;~~

receiving a user selection of a contact persona from the list of ~~the listed~~ contact personas;

~~upon receiving the user selection of the listed contact persona, determining an appropriate format in which the contact information corresponding to the selected contact persona~~~~[[will]]~~ is to be presented to the application; and

providing the application with the contact information corresponding to the selected contact persona.

2. (Original) A method as recited in claim 1, wherein each of the available contact personas corresponds to a single user of the computing system.

3. (Currently Amended) A method as recited in claim 1, further comprising:  
after having detected the request for contact information from an application and  
after having informed the user that the application is seeking certain contact information,  
requiring the user to explicitly approve transmission of contact information.  
~~prior to providing the application with the contact information, providing the user~~  
~~with an option to selectively restrict a portion of the contact information provided to the~~  
~~application.~~

4. (Currently Amended) A method as recited in claim 3, further comprising:  
after having detected the request for contact information from an application,  
displaying a privacy value proposition to inform the user what the contact information  
will be used for.

5. (Canceled)

6. (Previously Presented) A method as recited in claim 1, wherein the corresponding contact information to be provided to the application constitutes a subset of the available contact information associated with the selected contact persona.

7. (Previously Presented) A method as recited in claim 6, wherein the subset of the available contact information to be provided to the application is selected based on the intended use of the contact information.

8-9. (Canceled)

10. (Previously Presented) A method as recited in claim 1, wherein whether the application is authorized to access the contact information is determined based upon one or more authorizations provided in an access control list of the computing system.

11. (Original) A method as recited in claim 1, wherein the application requesting information is hosted on a remote system that is in communication with the computing system through the Internet.

12. (Original) A method as recited in claim 1, wherein the application requesting the contact information is hosted by the computing system.

13. (Original) A method as recited in claim 1, wherein the requested contact information includes at least one of a name and an address.

14. (Previously Presented) A method as recited in claim 1, wherein the contact information corresponding to a first contact persona differs from the contact information corresponding to a second contact persona even though the first and second contact personas both correspond to the user.

15. (Currently Amended) In a computing system that is in communication with at least one application, a method for controlling how the contact information is provided to one or more applications, the method comprising:

in response to a request for contact information by an application~~[[,]]~~ and prior to providing contact information to the application,

informing the user that the application is seeking certain contact information,

providing an interface object comprising a plurality of listed and selectable contact personas that are all associated with a single person, and

allowing a user to select one of the contact personas to be provided to the application, wherein the respective contact information corresponding to a first contact persona differs from the available contact information corresponding to a second contact persona, even though the first and second contact personas are both associated with the same person;

in response to a user selection of a particular contact persona, displaying the respective contact information corresponding to the selected contact persona;

enabling the user to modify the respective contact information corresponding to the selected contact persona; and

upon the user approving the respective contact information, providing the respective contact information corresponding to the selected contact persona to the application.

16. (Previously Presented) A method as recited in claim 15, wherein the plurality of listed and selectable contact personas includes at least a business persona, a personal persona, and an anonymous persona.

17. (Original) A method as recited in claim 15, wherein the respective contact information is displayed with one or more privacy policies of the application that specify at least one of how and when the contact information will be used by the application.

18. (Original) A method as recited in claim 15, wherein the requesting application is hosted on a remote system that is in communication with the computing system through the Internet.

19. (Original) A method as recited in claim 15, wherein the requesting application is hosted by the computing system.

20. (Original) A method as recited in claim 15, wherein the requested contact information includes at least one of a name and an address.

21. (Original) A method as recited in claim 15, wherein the contact personas are associated with a logged on user of the computing system.

22. (Previously Presented) A computer program product for use in a computing system that is in communication with at least one application, the computer program product comprising one or more computer-readable storage media having stored computer-executable instructions for implementing the method recited in claim 1.

23. (Original) A computer program product as recited in claim 22, wherein each of the available contact personas corresponds to a single user of the computing system.

24. (Currently Amended) A computer program product as recited in claim 22, further comprising:

after having received the request for contact information from an application and after having informed the user that the application is seeking certain contact information, requiring the user to explicitly approve the transmission of contact information.

~~prior to providing the application with the contact information, providing the user with an option to block the application from receiving a some of the contact information.~~

25. (Currently Amended) A computer program product as recited in claim 24, further comprising:

after having received the request for contact information from an application, displaying a privacy value proposition to inform the user what the contact information will be used for.

26. (Canceled)

27. (Previously Presented) A computer program product as recited in claim 22, wherein the corresponding contact information to be provided to the application constitutes a subset of the available contact information associated with the selected contact persona.

28. (Previously Presented) A computer program product as recited in claim 27, wherein the subset of the available contact information to be provided to the application is selected based on the intended use of the contact information.

29-30. (Canceled)

31. (Previously Presented) A computer program product as recited in claim 22, wherein whether the application is authorized to access the contact information is determined based upon one or more authorizations provided in an access control list of the computing system.

32. (Original) A computer program product as recited in claim 22, wherein the application requesting information is hosted on a remote system that is in communication with the computing system through the Internet.

33. (Original) A computer program product as recited in claim 22, wherein the application requesting the contact information is hosted by the computing system.

34. (Original) A computer program product as recited in claim 22, wherein the requested contact information includes at least one of a name and an address.

35. (Previously Presented) A computer program product as recited in claim 22, wherein the contact information corresponding to a first contact persona differs from the contact information corresponding to a second contact persona, even though the first and second contact personas both correspond to the same entity.

36. (Previously Presented) A computer program product for use in a computing system that is in communication with at least one application, the computer program product comprising one or more computer-readable storage media having stored computer-executable instructions for implementing the method recited in claim 15.

37. (Previously Presented) A computer program product as recited in claim 36, wherein the plurality of listed and selectable contact personas includes at least a business persona, a personal persona, and an anonymous persona.

38. (Currently Amended) A computer program product as recited in claim 36, wherein, after having received the request for contact information from an application, the respective contact information is displayed with one or more privacy policies of the application that specify at least one of how and when the contact information will be used by the application.

39. (Original) A computer program product as recited in claim 36, wherein the requesting application is hosted on a remote system that is in communication with the computing system through the Internet.

40-41. (Canceled)

42. (Previously Presented) A method as recited in claim 15, wherein the plurality of listed and selectable contact personas also includes an e-commerce persona.

43. (Previously Presented) A computer program product as recited in claim 36, wherein the plurality of listed and selectable contact personas also includes an e-commerce persona.

44. (Cancelled)